



Making it Better
CREATING A HEALTHIER COMMUNITY TOGETHER

Bike.Walk.Move Promotes Benefits of Biking and Walking



Did You Know?

The average family spends \$8,220 per year per car – biking and walking instead of driving can save a lot of money!

Overview

Media campaigns, based on market research and targeted to priority audiences, are an affordable and effective method for changing behaviors and motivating people to action, especially when implemented in conjunction with infrastructure improvements and programmatic efforts. As part of the Communities Putting Prevention to Work initiative, the Minneapolis Department of Health and Family Support (MDHFS), in partnership with Bike Walk Twin Cities, launched the *bike.walk.MOVE.* campaign to promote significant investments made in North Minneapolis around biking and walking,

The campaign consisted of several traditional media components as well as a grassroots community outreach campaign. The *bike.walk.MOVE* campaign website (www.bikewalkmove.org) offered information, tips, and news about biking and walking. The campaign ads featured photos of Northside residents who were also regular bicyclists and pedestrians.

Results

Northside residents were surveyed before and after the campaign as part of a comprehensive evaluation. Some key results from the surveys include:

- 57% of all-post campaign respondents recognized the Bike Walk Move campaign slogans.
- Post-campaign survey respondents recalled seeing *Bike.Walk.Move* ads most on bus shelters (27%), buses (25%), community newspapers (15%), radio (11%), and t-shirts (8%).
- Awareness of the expanded Nice Ride bike share network increased from 66% to 91% among respondents who participated in both the pre- and post-surveys.
- Awareness of the bike and pedestrian way finding signs increased from 56% to 75% among respondents who participated in both the pre- and post-surveys.

Synergies

In addition to promoting the benefits of biking and walking, “*bike.walk.MOVE.*” helped raise awareness of several CPPW projects, including:

- The Nice Ride expansion in North Minneapolis
- The Venture North Bike Walk Center
- Safe Routes to School
- Signage for Bikeways and Walkways

Future plans

Campaign components from *bike.walk.MOVE* have been used to promote the Nice Ride Minnesota bike share system throughout Minneapolis and a second campaign, funded by Bike Walk Twin Cities, was launched in 2012 in Northeast Minneapolis, another area of the city with great potential for increasing non-motorized transportation.

For additional Bike Walk Move reports and resources, please visit:

http://www.minneapolismn.gov/health/cppw/dhfs_bikewalkmove

For more information, contact:

Minneapolis Department of Health and Family Support
250 South 4th Street, Room 510
Minneapolis, MN 55415
www.minneapolismn.gov/dhfs
612-673-2301



*Made possible with funding from the Centers for Disease Control and Prevention.
Sponsored by the Minnesota Department of Health.*